



BOX AF  
EXPEDITED RESPONSE  
ART UNIT 3622

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

SERIAL NO : 09/777,212  
CONFIRM: NO. : 3030  
  
APPLICANT : Wyker, Kenneth S.  
FILED : February 5, 2001  
  
ART UNIT : 3622  
EXAMINER : Duran, Arthur D.  
  
DOCKET NO : 146/1  
CUSTOMER NO : 36829  
FOR : BUSINESS METHOD FOR INFLUENCING CONSUMER  
PURCHASE OF RETAIL SALES ITEMS

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**RESPONSE**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

This is responsive to the Examiner's Office Action dated May 18, 2004.

**Amendments to the Claims** are reflected in the listing of claims which begins on page 3 of this paper.

**Remarks/Arguments** begin on page 10 of this paper.

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Commissioner for Patents, PO Box 1450, Alexandria, VA 22313-1450 on August 10, 2004.

Michelle Keane August 10, 2004  
Michelle Keane Date